Wittnauer Precious Metals Guild
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THE MEDALLIC INVESTOR'S NEWSLETTER

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Welcome To The Exciting World Of Medallic Investment . . .

A WHOLE NEW REALM of discovery and satisfaction came to you when you received your Paul Revere, Patrick Henry and Francis Scott Key medallions in The Longines Symphonette's Great American Triumphs Series. It's important to remember that commemorative medals are works of art and pages of history. When you realize just how much there is to appreciate in any one commemorative medallion, you'll wonder why you weren't a collector long before now.

A PROUD TRADITION

The history of artistic medallions goes back to imperial Rome when grateful emperors awarded heroes with presentation coins bearing the emperor's portrait. These large coin-like medals were designed to be admired rather than used as currency. The quality of Roman medallic art declined in the third century and did not appear full-blown again until the Renaissance, when powerful merchant princes like the Borgias immortalized themselves in bronze medallions of great artistry.

Since the Renaissance, kings, political parties, corporations and private citizens have frequently issued medals commemorating significant persons and events. There are memorial medals honoring the marriages of England's monarchs. the opening of the Holland Tunnel, presidential inaugurations, the discovery of the Antarctic. . .and the moon.

MEDALLIC ART TODAY

For many years the United States Treasury Department led the field in the production of outstanding commemorative coinage. Since 1954, however, virtually all significant events in American history have been commemorated by distinguished private mints. Today, with more beautiful medallions available than ever before, collector's interest is at an absolute peak. Moreover, bronze, silver, gold and even platinum, which will never find their way into currency, are available to collectors of art medals.

Cashing in on a medallic investment requires a little knowledge of the ins and outs of collecting, and later on in this newsletter we'll tell you where to look to find all the information you need. But first . . . a special announcement!

DANIEL BOONE, JOHN PAUL JONES AND THE BATTLE OF CONCORD BRIDGE ARE TO BE HONORED NEXT IN THE GREAT AMERICAN TRIUMPHS SERIES!

The fourth, fifth and sixth medals in the Symphonette's Series of Great American Triumphs honor the deeds of two great patriots in the struggle for American independence. The valor of Daniel Boone, the historic Battle of Concord Bridge and the courage of John Paul Jones, who won America's first great naval victory, will be captured in the flawless artistry of our series. If you thrilled to the rare and exquisite of craftsmanship that brought you the immortal ride of Paul Revere, we're sure you'll recognize the tremendous value and investment potential of these inspirational medallions. AND REMEMBER. . .YOU RECEIVE EVERY AMERICAN TRIUMPH OFFERING AT A FIXED PRICE GUARANTEED IN WRITING AGAINST RISING COSTS AND INFLATION.

THE MASTER CRAFTSMANSHIP OF JOSEPH DI LORENZO IS YOURS IN EVERY AMERICAN TRIUMPHS MEDALLION

The Longines Symphonette Society was indeed fortunate in being able to commission the eminent sculptor, Joseph Di Lorenzo, to create the basic design for every American Triumphs medallion. The initials "J.D.L."

on a historic medallion insure its status as a work of art and guarantee its potential as an outstanding financial investment.

Joseph Di Lorenzo is one of the world's most important medallic craftsmen at work today. He is the creator of many important contemporary medallions, including the International Numismatic Society's tribute to Apollo 11, the Battle of Waterloo for the Britannic Commemorative Society and the medal of Saint Andrew for the Catholic Commemorative Society. The artist is a distinguished member of the National Sculpture Society.

The artist in his studio crafting the first American Triumphs Medallion.

Mr. Di Lorenzo's work as an official sculptor for the United States government is well-known. In addition to producing military awards and decorations, he contributed his talents to the Philippine War Memorial and the Florence War Memorial under the authority of the United States Battle Monuments Commission.

Vigor, clarity, detail and realism characterize the art of Joseph Di Lorenzo, and these qualities are reflected in the dramatic high relief of every medallion in our historical American Triumphs Series.

Medals and Collecting
by F. F. Porter

Within the past 10 years, Americans have demonstrated tremendous interest in the relatively new investment medium of artistic medallions. Coin-collecting has been one of our major hobbies for decades, but recent events, such as the Civil War Centennial, have aroused tremendous collector interest in art medals.

Artistry is the paramount consideration in the investment potential of any medallion. In considering any art medal you must ask yourself if the piece is well-designed. Is the artist known in his field? Is the relief high enough to achieve the quality of sculpture as opposed to the flatness of some coin-like productions?

Consider, too, whether the medallion was produced in sufficiently limited numbers to insure collector's desirability. Has the medallion been serially numbered? Was it minted only up to an official cut-off date? Even the most beautiful work will diminish in value, as was proved by the Kennedy half-dollar which so many people acquired making its rarity non-existent.

As a collector of artistic medallions, be certain to make yourself aware of what's going on in the field. You can do so by joining a local numismatic society or visiting some of the outstanding medallic displays in the United States such as the Chase Manhattan Money Museum and the exhibition halls of the American Numismatic Society, both in New York City. If this isn't possible, collector's publications such as "Coin Age" and the "Numismatic News Weekly" will tell you a great deal about your new hobby.

National coin shows are held regularly in cities all over the United States, and here you will learn what dealers are buying and selling, and how much you can expect to pay for practically everything in coins and medals. Watch this column for the dates of upcoming shows in your area.

MEDALLION OF THE MONTH

The Lusitania medal above is a large iron medallion with one of the strangest histories of any 20th century art medal. Its inscription is in German and it was issued to commemorate the sinking of the Lusitania in 1915. The obverse (front) depicts passengers forewarned of U-boat operations heedlessly booking passage. The idea was that British civilians should have known better than to sail the seas in wartime. But . . . the medal itself proved those warnings to be insincere when it was proved to be struck *before* the Lusitania was destroyed. The kaiser's medallion was then reproduced in England and widely circulated as anti-German propaganda. Incidentally, so many Bristish copies were struck that their current value is far less than the rare German originals.

WHAT TO WATCH FOR

An important feature of your investors' newsletter will be a listing of art medals and coins you may still be able to acquire at low cost, yet which retail for the prices below. Here are a few to watch for in the future—all were originally sold for a dollar or two or were presented free of charge. The condition for all should be as fine as possible.

COMMEMORATIVE MEDALLIONS

1.	**1909 Hudson-Fulton Celebration, bronze, 2½" dia.**	**$12.00**
2.	**1919 Peace of Versailles, bronze, 2½" dia.**	**$15.00**
3.	**1939 World's Fair (official — oblong) silver**	**$25.00**

OFFICIAL INAUGURAL MEDALS

4.	**1953 Eisenhower, bronze**	**$35.00**
5.	**1961 Kennedy, bronze**	**$19.00**
6.	**1965 Johnson, bronze**	**$12.00**
7.	**1969 Nixon, bronze**	**$ 9.00**

REMEMBER, MEDALLIC INVESTMENTS ARE OFTEN FIGURED IN RISES OF HUNDREDS PER CENT!

GREAT AMERICAN TRIUMPHS MEDALLIONS ARE AMONG THE FIRST COMMEMORATIVES TO CELEBRATE AMERICA'S BI-CENTENNIAL

. . .and they may be among the rarest! Many important coins, medals and postage stamps will be issued to honor America's 200th birthday, but your GREAT AMERICAN TRIUMPHS medallions are the first major commemoration of the proud event. This is just one more reason why a complete collection in bronze or 24-K gold-on-bronze will be a highly desirable investment in 1976, when collectors' interest will be at an unprecedented peak.

The world of numismatics and finance is already talking excitedly about your series of GREAT AMERICAN TRIUMPHS. Be certain to watch your local newspaper for additional information.

YOU DON'T HAVE TO LIFT A FINGER TO RECEIVE THE NEXT THREE MEDALLIONS IN THE SYMPHONETTE SOCIETY'S THRILLING HISTORICAL SERIES!

These three medals alone would be highly desirable collector's items, but as integral parts of an exciting series their promise is beyond compare — and they're available only to original subscribers like yourself. At the conclusion of your subscription, dealers will be able to purchase American Triumphs from original subscribers. The only medal in the series for sale to the general public will be the Bi-Centennial medallion scheduled for limited sale at a suggested $30.00. Yours is a Bonus, of course, at the conclusion of your subscription.

PLAY THIS COIN QUIZ FOR FUN AND PROFIT . . .

You might find the coins listed below in your change at any time. Some sell for well above face value, while others are worth just about what they've always stood for. See if you can guess which answers are correct. (Turn the page upside down to test your treasure-hunting instincts.)

Lincoln Penny	1931-S	About	$28.00
Indian Head Penny	1901	"	.25
Liberty Nickel	1912	"	.40
Jefferson Nickel	1950-D	"	12.00
Mercury Head Dime	1916-D	"	150.00
Roosevelt Dime	1950-D	"	.15
Washington Quarter	1932-D or S	"	35.00
Franklin Half-Dollar	1955	"	6.00
Kennedy Half-Dollar	1964-D	"	.75

ANSWER TO QUIZ:

All are current average values for coins of these dates in desirable condition.

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